

AMENDMENTS

Amendments to the Specification:

Please replace the paragraph at page 11, lines 15-21 with the following amended paragraph:

In another embodiment, messages 226 may be available on the message system server 108 that are to be presented to any user that satisfies the appropriate context rule ~~[[226]]~~ 228. Such messages may then be delivered to the client machine 104 by the retriever 208 without requiring matching historical-based profile in the targeting database 224. In one embodiment, the client computer and/or the server may include a data store 242 of user preferences, profile and historical information about the user for use in determining whether a rule has been satisfied.

Please replace the paragraph beginning at line 26 of page 14 and ending at line 6 of page 15 with the following amended paragraph:

For illustrative purposes, the following examples are provided merely to illustrate an illustrative positioning preference feature such the type as described above: the message window position can be configured by the user to be displayed at an upper right corner of the browser window or directly over the browser window or at a center region of the visual display of the client computer. ~~For illustrative purposes, the following examples are provided merely to illustrate such a positioning preference features as described above:~~ For illustrative purposes, the following examples are provided merely to illustrate an illustrative presentation delay preference feature such the type as described above: display of the message in the message window immediately after a web page has been completed loaded by the browser application, 1.5 seconds after the web page has been completely loaded by the browser application, and/or a user specified number of seconds after the web page has been loaded.